



Unlimited launches its first store at Patil Planet Mall in Bijapur

~Offers a wide range of collections for the entire family~

Bijapur, June 8, 2018: Today, Unlimited, from the house of Arvind, launched its first store in Bijapur, Karnataka. **Located at Patil Planet Mall in Solapur road**, the launch of the store aims at providing high-quality, aspirational fashion wear at affordable prices for the entire family with an enhanced shopping experience. With an extensive retail network across the nation, this is the 26th Unlimited store in the state.

Spread across around **8600 sq. ft.**, the store will feature Unlimited's latest collection such as tropical colored linen outfits and floral printed garments in cotton. The collection will offer latest international trends and colours in trendy tops and dresses, two-way tops, statement tees, polo and the exuberant floral printed shirt at fabulous prices. Kids wear in the Unlimited offers a wide range of designs to choose for every occasion, be it fashion, casual or athleisure. Overall, this store would prove to be the one-stop destination for all who are looking for a large collection of International and Indian fashion.

Speaking on the occasion, **Shekar CS, CEO, Unlimited**, said, *"We are excited to announce the launch of our first store in Bijapur. The brand continues to reinforce its role in enabling affordable and value fashion for every member of the family. The purpose of launching this store is to serve our esteemed customers with exclusive offerings and a remarkable in-store experience. We are confident that we will receive a great response from the people of Bijapur and we are extremely happy about this journey."*

The new store is located at: Unlimited, 1st Floor, Patil Planet Mall, Solapur Road, Vijayapura-586101.

About Unlimited:

Unlimited – the family fashion store, from the trusted house of Arvind, is a front-runner in the value apparel retailing concept. It is known for affordable and quality fashion for the entire family. As one of the major players in this segment Unlimited has a network of over close to 85 power format stores spread across 45 cities/towns in India. Over the last two years, Unlimited has forged ahead and further strengthened its brand portfolio by offering both private and international apparel brands. Unlimited strives to understand the changing needs and preferences of the value conscious consumers and wishes to exceed expectations and enhance lifestyles by offering an unprecedented mix of value, variety, quality and style.

About Arvind Limited:

Arvind Limited is one of India's largest integrated textile and apparel company with a strong presence in branded garments. It is one of the largest manufacturers and exporters of textile products with a turnover of US\$ 1.7 billion. Arvind has an unmatched portfolio of owned brands such as Flying Machine; as well as licensed product brands such as Arrow, GAP, Gant, Izod, Aeropostale, Nautica, US Polo Assn.,



to name a few. The portfolio also includes retail brands like Unlimited, The Arvind Store, The Children's Place and Hanes.

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Unlimited

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